



## Attend Dairy Conference in Mexico to Increase Sales

**Release Date:** May 28, 2013

**Contact:** Ashley Andre (*Huibregtse*), 608-224-5002  
Jim Dick, Communications Director, 608-224-5020

MADISON – Agricultural companies have an opportunity to build their sales to Mexico by participating in the 2013 CIGAL Dairy Conference. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies interested in expanding their exports to Mexico to attend August 19-24.

“Wisconsin is known in Mexico for its dairy industry and quality milk products,” said Enrique Gandara, a DATCP Economic Development Consultant. “As the economy improves in Mexico, people have more money to spend on food. With a growing population, there is growing demand for everything dairy from Wisconsin.”

Held in Queretaro, CIGAL is Mexico’s premier purebred dairy cattle conference that draws in leading dairy farmers as well as feed, genetics and equipment companies from throughout Mexico. Attendees will be able to exhibit in a Wisconsin trade show booth at the CIGAL Dairy Conference.

Participants will gain extensive market knowledge by attending meetings with farmers and going to educational workshops. New industry tour opportunities will be offered this year, including visits to a dairy ranch and feed mill.

“The CIGAL Dairy Conference offers something for everyone,” added Gandara. “Genetics companies, veterinary medicine suppliers, feed companies, livestock exporters, dairy and farm equipment manufacturers, and consultants can all benefit from this trip.”

DATCP staff will provide consulting services and personal introductions to dairy cooperative leaders, distributors and government representatives. Previous participants in the CIGAL Dairy Conference have reported increased sales and initiated joint ventures in education.

Space is limited. This trip is supported by the U.S. Livestock Genetics Export, Inc. Participants will be responsible for travel expenses.

For more information, contact DATCP’s Enrique Gandara at 608-224-5113 or [enrique.gandara@wisconsin.gov](mailto:enrique.gandara@wisconsin.gov). Details on CIGAL are available at [www.cigal.biz](http://www.cigal.biz).

###